CRAFT MODEL & HOBBY INDUSTRY

SEPTEMBER
1977

Participate In

October Is Hobby Month

—In This Issue—

- Consumer Show Debate
- Craft Merchandising
- Atlanta Show Report
- Model Car Racing
- World of Miniatures
- Wargaming, Boardgaming Military Miniatures

MAKE HISTORY IN NO TIME.

Monogram takes the frustration out of ship building.

Engineered for easy assembly, these are the only kits with one-piece hulls and one-piece mast-spar units. Spars hold even when the rigging's being strung. And our kits start to look like ships at a very early stage.

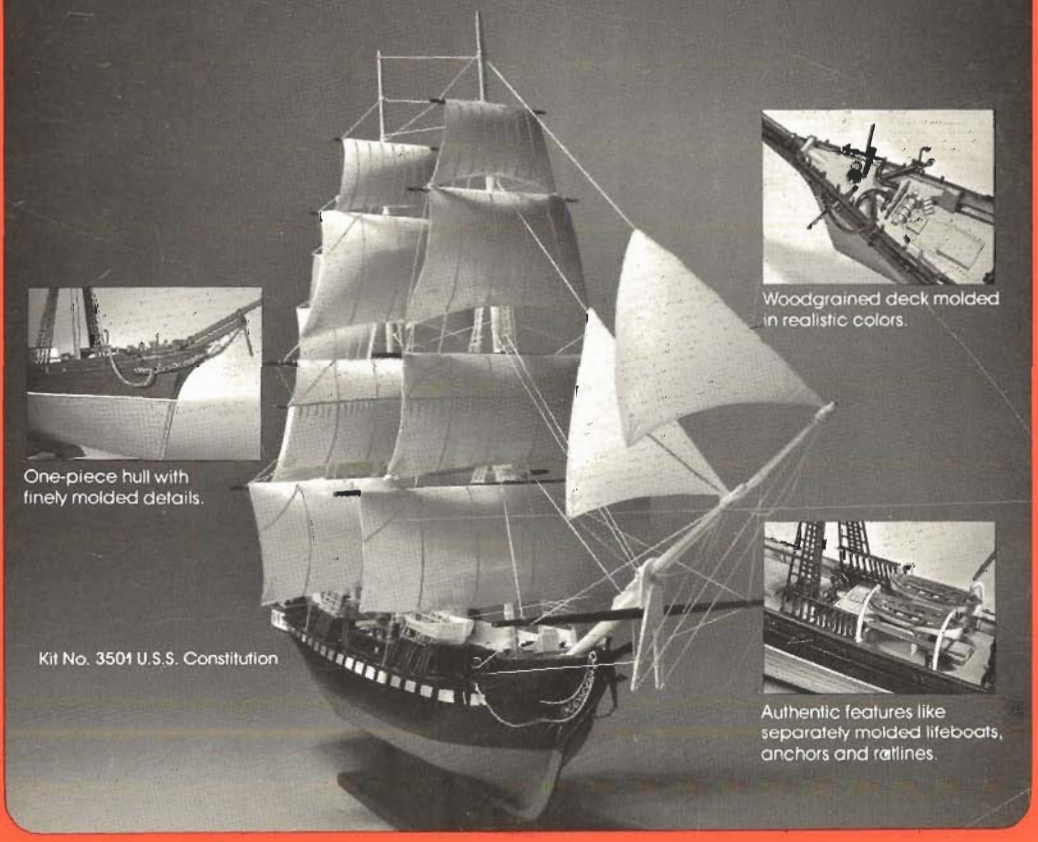
We've built the traditional Monogram detailing into these 16-inch long ships. Textured, billowing sails, molded-in colors, woodgrained planking—the sort of thing you expect from us.

Monogram's new Cutty Sark, U.S.S. Constitution and U.S.S. United States. With new standards of assembly ease, detail and packaging in sailing ship kits, Monogram will help your customers make history in no time.

MONOGRAM

MONOGRAM MODELS, INC.
MORTON GROVE, ILL. 60053

Right. Down to the last detail.



One-piece hull with finely molded details.

Woodgrained deck molded in realistic colors.

Kit No. 3501 U.S.S. Constitution

Authentic features like separately molded lifeboats, anchors and ratlines.

A WORLD OF SATISFACTION IN YOUR OWN HANDS
HOBBY CRAFT
HOBBY PUBLICATIONS

Command Study

By **Rick Mataka**, *Special Projects Editor*

BOARDGAMING is another aspect of this intriguing hobby that has captured the imagination of millions around the world. It can be as simple or complex as the gamers desire within the confines of the game system that is being played. Within each of these boardgames there is a complete game that simulates some period of history. Normally what you receive are some die cut counters, a comprehensive rule book, a map, and charts and tables that act as playing aids. But where to begin buying your stock and what type of games you should stock can be a complicated subject. As with last month's column, what we will try to do here is to give you some idea of the most popular periods of boardgaming so you will purchase items that will sell well in your store.

By far the period with the most choice of games and the largest number of gamers involved is the World War Two era. This category of games can be further divided into three areas which cover the Land, Sea, and Air battles that were fought during that time. With today's multitude of choices there are games in all scales and sizes. They range from tactical level man-to-man fighting, airplane to airplane or ship to ship, to Company-Batallion level fighting, to whole army groups being portrayed on one single unit counter.

As far as the size of the game is concerned some are played on one map with less than 100 counters while others have maps as large as 4 feet by 8 feet with over 2000 counters. Usually, the complexity of the game is directly compatible with its size so that the larger the game the more complex it is. But don't let this stop you from stocking some of these monster games as you will find that they do sell as the gamers experience level progresses.

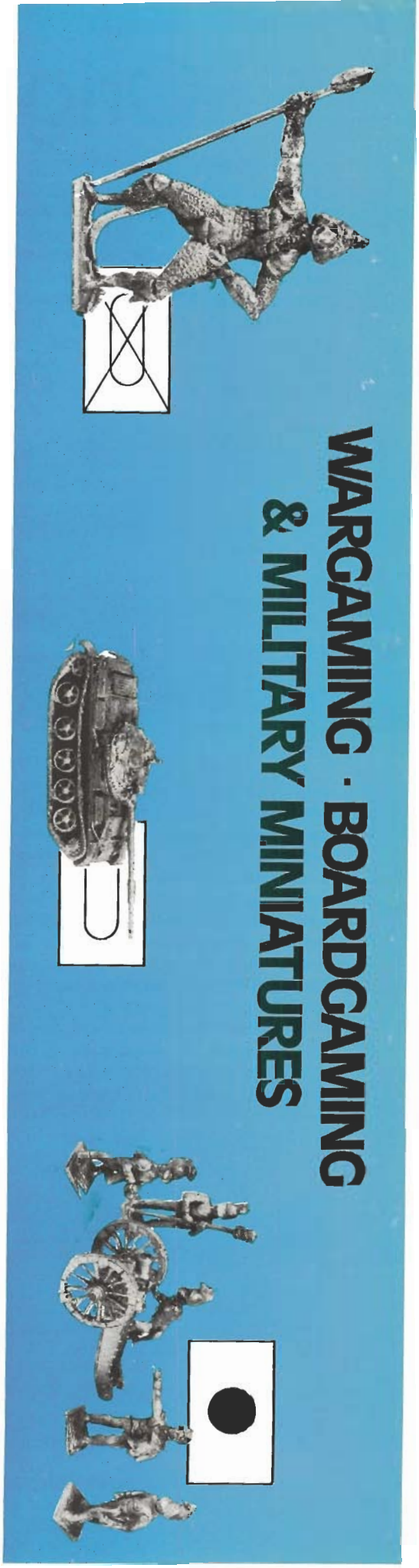
The next most popular period consists of the Modern era. This can be thought of as any time from the 1960's to the late 1990's. Most of these games focus on battles that have occured during our present history though there are some that speculate on what future battles might be like. There are numerous games devoted to the Arab Israeli wars that have occured in our present day and era. The reason for the popularity of this subject is that gamers like to see if they can simulate the historical events as they know them first hand. Most of these games cover the tactical aspect of fighting while others are strategically orientated. This means that they cover fighting as it would occur around the world. Land based fighting seems to be the most popular subject especially if it involves Armoured Fighting Vehicles. The Modern era games are slowly but surely gaining ground on the World War Two popularity as there are more games made available.

Science Fiction Fantasy games are a surprising outgrowth of this hobby that started only within the past few years. Since then, there has been a steady growth of people becoming involved in this area. This is especially true in conjunction with established, well-known books by reputable authors.

These games cover all types of situations from the totally hypothetical to some that are possible in the future. There are games that deal only with possible combat between two intergalitic societies in deep space while in others you must keep track of production and build your own fleets. In the fantasy ahead, imaginations run wild over which battles take place. The combinations and possibilities in either type of games are innumerable. Most of them have two or more levels of play in which the players can have the game as simple or complex as desired.

The next era that has a large following deals with the American Civil War. This war can really be considered the first of the modern wars due to the weapons that were used. Most of the games in this period are in the Regimental/Company level and simulate battles and campaigns that took place during that time. Land warfare is the most predominate subject covered but there are some that do cover some of the Naval actions. This is done within the game system that is

(CONTINUED ON PAGE 93)



Origins '77 Report

ORIGINS 77, held last July 22, 23, and 24 at Wagner College on Staten Island, N.Y., was felt by all who attended to be one of the most successful wargaming expositions held to date. The exhibits attracted approximately 2,500 paid registrants comprised of men, women, and children. It is estimated that an additional 300-500 people came through the gates on the final afternoon or the convention when admission was free.

Lou Zocchi Associates booth.

A total of 40 companies exhibited every phase of the hobby — wargaming rules and accessories, boardgames, and military miniatures in a variety of scales. Many companies used the opportunity of attending the show to introduce their new products. In the boardgaming area there were approximately 50 new games released by the companies who attended and these were by far their best selling items.

An official estimate of the dollar volume spent by consumers at the show is in the $70,000 range. This figure is spread out fairly evenly among the various categories with no one area receiving a disproportionate amount of dollars.

Avalon Hill's booth of war games was always a busy place at Origins '77.

Teka displayed brushes for painting military miniatures.

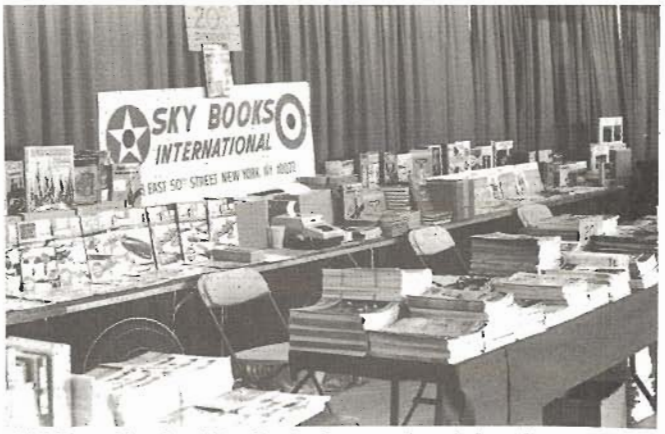
Besides the exhibits, there were many interesting events staged throughout the weekend. A wide selection of tournaments and seminars drew large crowds and heavy interest. Besides an appearance by Major-General Avraham "Bren" Adan of the Israeli Army, who spoke about his personal experiences and those of the Israeli Defense Forces in the Mid East conflicts, events included discussions on Applications of Fantasy and Magic in Wargaming, Basic Design Techniques, Criteria: What is a Good Game?, and Modern Aerial Warfare Seminar. Competitions included Avalon Hill Classic 500, Diplomacy, Dungeons and Dragons, GHQ Micro Armour, Metamorphosis Alpha, and Tactical Shoot-out.

Press coverage of the show was excellent with several New York City television and radio stations, and newspapers in attendance. This kind of exposure will help create even more interest in this increasingly popular hobby area. ■

Battleline Publications showed a wide variety of military books.

Grenadier Miniatures released several new items at the show.

Heritage Models booth drew large crowds.



Bill Dean Books (Sky Books International) booth.

Simulations Publications, Inc. was the official host.

GHQ Micro Armour showed a large selection of miniatures.

COMMAND STUDY

(CONTINUED FROM PAGE 91)

covering the land battle.

There are many Civil War games available and they vary in degree of complexity. One of the most popular games of last year was from this period and it covers the battle of Gettysburg in detail. It is a large game but it is playable as can be seen by the number of games sold. The American Civil War — while not as popular as other subjects — does have a strong following of individuals.

The final area that has a large following deals with the Napoleonic Wars. These wars saw many different kinds of troops and the battles normally involved large numbers of men. Here again, as with the other periods, there are all types of battles simulated in all of the various scales with varying degrees of complexity. Some games cover only specific battles while others deal with entire campaigns.

Many gamers are attracted to this period of history because they are intrigued with the tactics employed. They try to simulate these tactics on the maps and analyze where the commanders made their mistakes. Many of the gamers in this period are amateur historians and are constantly searching for additional information.

These are not the only periods that Boardgames are published, but only some of the most popular. There are games that cover the Ancients, Middle Ages, The English Civil War, World War One, The Russo-Japanese War, The Crimean War, and numerous other subjects. There are games devoted to all kinds of different subjects from the political aspects, to the economic aspects, to just the military campaigns. Some of the games intermingle all of this giving the gamers a wide variety of possible solutions for that situation. There are games that cover situations from as far back as 2000 BC up to the 25th Century and all of them can be mentally stimulating.

Most of the game publishers have a wholesale structure set up so that all one needs to do is purchase a minimum order from a number of various titles. In this manner you will be able to receive a number of different titles on various subjects and from this you can then determine what is the best seller in your area.

One factor that must not be overlooked is the addition of new titles to your inventory. These have long proven to be the best sellers as they are new titles and have not been available for any period of time. It is possible to get on a standing order list where they will be sent to you when they are available. This way you will be the first in your area to have the latest items available.

The packaging of Boardgames varies from boxed editions to zip lock bags. The boxed editions are mainly in three sizes which are arranged in the long flat type version of two sizes and a bookcase format style. These games normally have hard backed mapboards that fold up neatly for storage. The games in the zip lock bags have heavy, long-lasting paper maps. In either case, most of the games have front cover sheets of excellent artwork depicting the situation of the game which are normally colorfull and can capture the eye of passing customers.

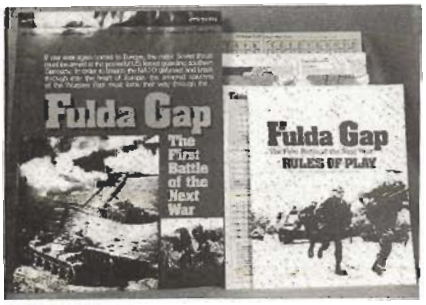
As to what is best for your selling area only you yourself know. But with the wide choice of games to choose from, you will soon know what is best for you. As to what game is good for what level of player, this information will be supplied to you in the Product Information section found elsewhere in this area of the magazine. In this way you will be able to inform your customers as to the best product for him with knowledge and confidence ■

BOARDGAMING SHOWCASE

METAGAMING CONCEPTS

Melee is a fantasy boardgame of two forces meeting in battle on an open field. Rules for the game are extremely simple and can be read in a short amount of time. Game is fun and is good for introducing someone into boardgaming. Packaged in a plastic bag with die cut counters, rules, map, retails $2.95. Metagaming Concepts, Dept. CM, Box 15346, Austin, TX 78761.

SPI



Fulda Gap is a hypothetical boardgame simulation of a possible Warsaw Pact invasion into West Germany sometime in the future. Game covers both Ground and Air combat as it might occur. Recommended for intermediate level gamer. Packaged in plastic box with rules, 400 die cut counters, map, retails $9.00.

Modern Battles II is a set of four boardgames in one package covering hypothetical situations. Four games in this package are Bundeswehr, Yugoslavia, Jerusalem, and DMZ. Each simulation deals with some future conflict that could occur. Packaged in plastic box with rules, charts, four maps, four sets of die cut counters, retails $12.00. Simulations Publications Inc., Dept. CM, 44 East 23rd St., NYC, NY 10022. All games professionally produced. **See ad page 97.**

CONFLICT GAMES

Kasserine Pass is a Historical Boardgame simulation of the German attack by Rommel on the U.S. II Corps in Tunisia in February 1943. It is a simple but challenging game that is excellent for beginners. Packaged in a box with hardback mounted mapboard, die cut counters, rules, charts, retails $12.00. Available from Conflict Games, Dept. CM, 201 Broadway, Normal, IL 61761.

GAME DESIGNERS

The Battle of Raphia, 217 B.C. is a historical boardgame of the fighting that took place after the death of Alexander the Great for his empire. One interesting factor of this battle is that War Elephants were used by both sides. Game is simple, plays fast and is a fine example for beginners. Packaged in a zip lock bag with rules, charts, 120 die cut counters, map, professionally produced, retails $5.00. Available from Game Designers Workshop, Dept. CM, 203 North St., Normal, Ill. 61761.

FANTASY GAMES UNLIMITED

Flash Gordon and the Warriors of Mongo is a set of role playing rules for recreating the Flash Gordon serials. All one needs to do is follow the booklet and you play the game. Excellent for beginners as it is well written and contains examples. Beautiful front cover adds to its sales appeal. $6.00 retail. Fantasy Games Unlimited, Dept. CM, PO Box 182, Roslyn, NY 11576.

BATTLELINE PUBLICATIONS

Dauntless is a historical boardgame simulation of tactical aerial combat as it occured in the Pacific during the Second World War. With this game you are allowed to recreate all of the tactics of the various aircraft that were used on this front. Players can also create their own situations once they are familiar with the game system. Game is aimed more at those already familiar with boardgaming. Packaged in a flat type box, with rules, charts and tables, die cut counters, a geomorphic map, retails $12.00. Battleline Publications, Dept. CM, PO Box 1379, Douglasville, GA 30133.

Not this year! Would you believe 6 new games by Avalon Hill—like *where land, air, sea forces collide to win control.* *is a beginner's game of WWII strategic battles.* *is brand new! Not a revision in a new box. Boasting a new map with 1,040 troop counters is a National Geographic treatment of the Civil War's most famous battle.* *recreates Julius' finest hour. Roman Legions & Gauls meet in Avalon Hill's first monster game.* *the sleeper at the wargame convention. Here, players become a* *in a game of empire building in railroading's heyday. And for nostalgia, Avalon Hill brings back* *requiring nerves of steel in a fast-paced game of Grand Prix racing.* *includes Monza, Monaco, and Watkins Glen courses.* *is another addition to the Sports Illustrated line. In new packaging* *improves upon the original classic game where players become owner, handicapper, bettor, and jockey all rolled up into one.*

All 6 new games available now for immediate delivery
The Avalon Hill Game Company
4517 Harford Road
Baltimore, Maryland 21214

Ask for: #715 VICTORY IN THE PACIFIC $9 • 501 GETTYSBURG $10 • #706 CAESAR ALESIA $12 • GA295 RAIL BARON $10 • SC2 SPEED CIRCUIT $10 • WP2 WIN, PLACE & SHOW $10

WARGAMING SHOWCASE

TSR HOBBIES

Star Empires is the second of three booklets dealing with Science Fiction miniature gaming. Covered here is the aspect of Space Fleet combat and the building of Interstellar Empires. Game can be played separately or in conjunction with Star Probe the first booklet in this series. Packaged in a zip lock bag with die cut counters, map, retail is $5.50.

Dungeons and Dragons is a second edition set of role playing rules for fantasy gaming with paper and pencil. Set is greatly simplified for ease of understanding. Excellent for beginners interested in role playing games because they are well written and contain everything needed to play. Packaged in a box with rules, Dungeon Geomorph maps, Monster and Treasure charts, four kinds of dice, $10.00 retail. TSR Hobbies, Dept. CM, Box 756, Lake Geneva, WI 53147. **See ad cover 3, page 84.**

LITTLE SOLDIER GAMES

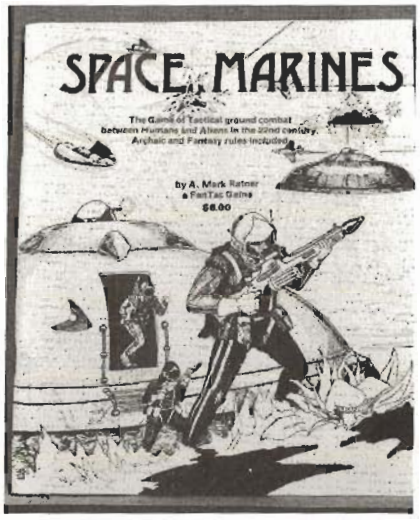
Imperial Guard II is a set of miniature rules for recreating battles from the Napoleonic period. Booklet is second edition with new rules and clarifications. In Grand Strategic scale you can recreate large battles in a limited amount of space. Packaged in a zip lock bag with chart, retail $5.00. Little Soldier Games, Dept. CM, 1776 East Jefferson St., Rockville, MD 20852.

CREATIVE WARGAMES

The Emerald Tablet is a set of universal fantasy miniature rules. Can be applied to any fantasy games so that large scale battles can take place with miniatures. Are complete and in depth with numerous examples. $6.95 retail. Creative Wargames Workshop Inc., Dept. CM, 330 East 6th St., Apt 1E, NYC, NY 10003.

LOUIS ZOCCHI

Ready Ref Sheets is a set of playing aids for **Dungeons and Dragons.** Set contains 20 pages of seven different reference charts for use with **D&D.** $3.00 retail.



Space Marines is a set of Science Fiction/Fantasy rules for Tactical Ground combat in the far future. Rules are well written and contain numerous examples for clarifications. Unlimited gaming possibilities as situations are left to players. $6.00 retail. Lou Zocchi Assoc., Dept. CM, 7604R Newton Dr., Biloxi, MS 39532.

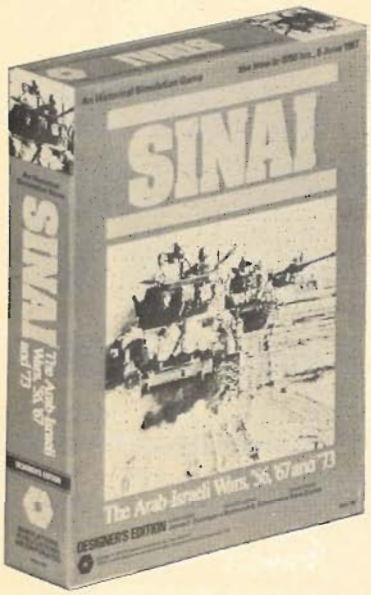
Z & M ENTERPRISES

Wargamers Guide to English Civil War is now in its second and revised edition. With this new edition you receive more rules and appendices covering this expanding period of world history. This era is getting more popular due to availability of figures for it. Rules are written in an easy to follow manner with examples. Appendices all relate to rules or historical period which saves the gamer much research time. $3.95 retail. Z & M Dept. CM, 2425 N. 47 St., Milwaukee, WI 53210.

FANTASY GAMES UNLIMITED

Lords and Wizards is a fantasy boardgame where the forces of good battle the forces of evil. Game is for two to six players, each controlling different and varied forces. Contains 56 page rule book with which different type of games can be played. More for the intermediate gamer. Packaged in a zip lock bag with rules, 400 die cut counters, four color map, professionally produced, retails $12.00. Fantasy Games Unlimited, Dept. CM, PO Box 182, Roslyn, NY 11576.

Wargames lead in sales... SPI leads in wargames!



The great, new sure-bet item in the game/hobby category is *wargaming!* Last year's sales volume was $8.5 million and this year's is projected to increase by at least 25 percent: Simulations Publications, Inc. (**SPI**) is the industry leader in this rapidly expanding growth area. **SPI** wargames are high level board games designed to appeal to the teenage and adult hobbyist. From the retailer's point of view the best things about **SPI** wargames are...

High Sales Volume:

It's been demonstrated beyond doubt that **SPI** wargames are fast movers. From its huge line of wargames, **SPI** has selected a compact group of sure-shot best-sellers and issued them as Special Edition Games in super attractive packaging designed to sell by itself. **SPI** games are the most thoroughly market-tested of all the wargames available.

Repeat Sales:

When you attract a wargamer, you attract a long term customer who'll keep coming back for more. unlike most games, **SPI** wargames are part of a well-defined, ongoing hobby. It's typical for an individual wargamer to purchase more than seven games a year!

Brand Recognition:

Our games are "pre-sold" — **SPI** spends over $100,000 per year in consumer advertising and publishes the leading hobbyist magazine, *Strategy & Tactics,* commanding over 80,000 readers!

SPI has been in business since 1970 and in that time has published more wargame titles than all other companies combined. Only **SPI** has the creative depth and marketing sophistication to produce a continual series of wargame-winners. The **SPI** line is being constantly refreshed with new sales-generating titles that cover the whole spectrum of the wargaming hobby: modern battles, science-fiction, fantasy, World War II, civil war, and napoleonic.

Get in on the big sales action today: just call or write **SPI's** marketing department for complete information.

Please call collect (212) 673-4103 and ask for Ms. Canto or Mr. Barasch *(please use your store or business name when reversing phone charges)* or write:

SPI

Dept. CMH
44 East 23rd Street
New York, N.Y. 10010
attn: Ms. Canto

MILITARY PRODUCTS SHOWCASE

TOM LOBACK ARTWORKS

New **SB-1 Saurian Behemoth** is a casting of Triceratops with Howday and a Six Lizard-man Crew. Cast in 22 pieces. $10 retail.

GW-2 is a new casting of **Wolf Rider Command Group with Officer, Standard Bearer, and Trumpeter** in 25mm. Each is cast in two or three pieces. Total of three castings in package. $2.25 retail. Tom Loback Artworks, Dept. CM, 150 W. 26th St., N.Y., NY 10001.

SERIES 77

Sir Francis Drake, Sea Captain of Queen Elizabeth I in 1588, is from the Kit 77 range of personality figures. Kit is in 77mm (1/24th) scale and is cast in 5 pieces and requires some assembly. $9.95 retail. Series 77, Dept. CM, POB 1141, Canoga Park, CA 91304.

MILITARY MODEL DIST.

Castings from the Squadron/Rubin range of miniatures in the 54mm scale. Shown (from left to right) kit #166 a **French Foreign Legion Voltigeur** of 1842, cast in 5 pieces and kit #175 a **Pvt. of the 2nd Lower Canada Militia** in 1813 cast in 4 pieces. Each requires assembly. $3.95 retail.

From the Squadron/Rubin range of miniatures in 54mm is kit #184 a **U-Boat Commander** from the Second World War. Cast in 2 pieces assembles easily. $3.95 retail. Military Model Distributers, Dept. CM, 3461 East 10 Mile Rd, Warren, MI 48091. **See ad page 84.**

MONARCH MINIATURES

MS-14 is a 54mm casting from Pirate of Tortuga range. Cast in 3 pieces; requires no assembly. $4.95 retail. Monarch Miniatures, Dept. CM, PO Box 4195, Long Island City, NY 11104.

I/R MINIATURES

C-57 is new 54mm casting of **American of 2nd Dragons,** American Revolution. American is advancing with carbine at ready. Cast in five pieces and comes complete with painting instructions. $3.95 retail.

New **Civil War Union Infantryman** is now available in 75mm, casting K-304. Comes complete with painting instructions. Cast in three pieces. $10.95 retail. I/R Miniatures, Dept. CM, R.D. #3 Rt. 67, Ballston Spa, NY 12020.

MINIATURE FIGURINES

17th Century Coach, WAG-11, is a 25mm casting. Coach is superbly detailed, cast in 19 pieces, and requires assembly. $3 retail. Miniature Figurines Ltd., Dept. CM, Box P, Pine Plains, NY 12567.

Heritage Models, Inc.

EVERYTHING YOU NEED IN ADVENTURE GAMING!

Sales Display Units & Starting Assortments

Metal Miniatures for Fantasy & Historical Gaming Collecting & Scenic Dioramas

How-To Booklets
Paints and Brushes
Board Games
Miniature Rules
Role-Playing Games

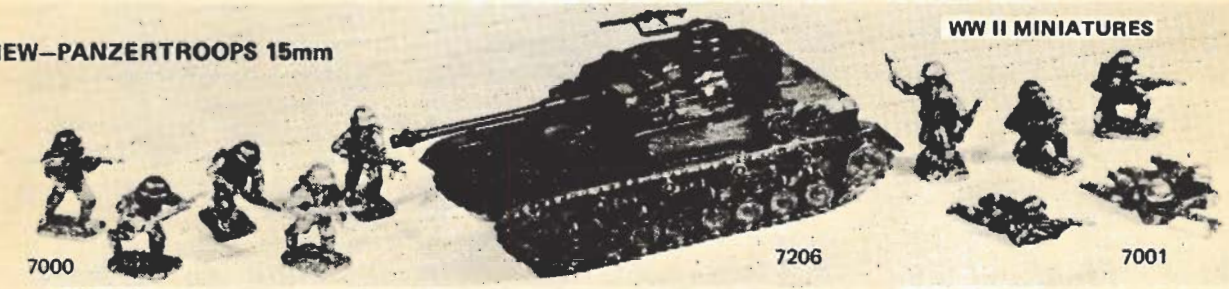
Find out how **YOU** can get into this profitable new Hobby-Craft-Game-Toy! Call Duke Seifried **collect:** 214-351-3708

Fantastiques
FANTASY MINIATURES

Look For Our Forthcoming New Publication: "The Fantasy Handbook" Fantasy Painting Guide, Rules & Organization

NEW—PANZERTROOPS 15mm

WW II MINIATURES



NEW—PRUSSIAN 15mm

NAPOLEONETTES—NAPOLEONIC MINIATURES

Hinchliffe
Der Kriegspielers

Heritage Models, Inc.
Manufacturers of Hinchliffe and Der Kriegspielers
9840 Monroe Drive, Bldg. 106
Dallas, Texas 75220
214 - 351 - 3708

HERITAGE MODELS

15mm castings from the Napoleonettes range of figures. Shown (from left to right) is 2659 a **Guard Jaegers** firing, 12 per pack and 2676 **Prussian Dragoon** with 6 per pack. Infantry $1.98 retail and Cavalry $2.25 retail.

Kit #7205 is a **PzKw IVd MT** from 15mm Panzertroops range of miniatures. Cast in 2 pieces; assembles easily. 1 per package. $1.98 retail.

From the Equipment Group range in 25mm is 4874 which is a **Chinese 4 Horse War Chariot.** Cast in approximately 20 pieces requires considerable assembly. $5.95 retail.

Two piece castings from the Ancient Chinese range of figures in 25mm scale. Shown (from left to right) is 3332 and is a **Heavy Cavalryman** and 3333 is a **Heavy Cavalry Crossbowman.** Two castings per package. $2.60 retail. Heritage Models Inc. Dept. CM, 9840 Monroe Dr., Bldg. 106, Dallas, TX 75220. **See ad page 99.**

RAL PARTHA

Fantasy Wargame figures, ES-28, 15 in the 25mm scale. They are single piece castings of a **Gremlin War Party** that require no assembly. $1.98 retail.

ES-34 is a two piece fantasy casting of a **Land Dragon** with a Captain as rider. $1.98 retail. Ral Partha, Dept. CM, 3462 Hyde Park Ave, Cincinnati, OH 45208.

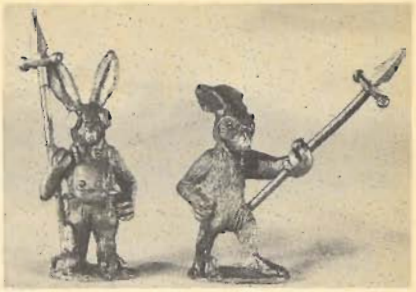
ARMOURY MINOT ASSOC.

Monsters for the fantasy gamer in differing scales are available. Shown is CGM-2 a single piece casting of a Hydra, nine headed beast. $3.50 retail. Armoury Minot Associates, Dept. CM, Box 124, Garden City, NY 11530.

GHQ MICRO ARMOUR

Modern Micro Armour of the Warsaw Pact forces in 1/285th scale. Left, W-15, a T-54 Russian Main Battle Tank. Right, W-16, is a T-62A Russian Tank. Packaged in bubble packs for rack display with five per pack, retails $3.15 per pack.

GRENADIER MINIATURES



These **Bunnies and Burrows** castings are in the 25mm scale. Shown (from left to right) are BB-1 who is a Warbuck and BB-2 who is a Scout/Runner. Single piece castings with 5 per pack in BB-1 and 6 in BB-2. $1.98 retail.

More Bunnies and Burrows castings in the 25mm scale. BB-3 contains 3 each Seers (left) and Herbalists (right). Single piece castings, no assembly. $1.98 retail. Grenadier Miniatures, Dept. CM, 118 Lynbrooke Rd, Springfield, Pa 19063.

Modern Micro Armour of the Nato Forces in 1/285th scale. Left, N-20, is a M60A3 American made Main Battle Tank. Right, N-21, is a Leopard Al an English made Main Battle Tank. Packaged in bubble packs for rack display with five per pack, retail $3.15 per pack.

World War II Micro Armour of the U.S. Forces in 1/285th scale. Left, US-11, is jeep upon which either a .50 MG, 75 or 57 mm RR gun could be mounted. Right, US-1, is M4A3E8 Sherman tank. Packaged in bubble packs for rack display with five per pack, retail $3.15 for US-1 and $2.90 for US-11. GHQ Micro Armour, Dept. CM. 2634 Bryant Ave. South, Minneapolis, MI 55408. **See ad page 84.**